San Francisco Redevelopment Agency
Yerba Buena Center Site Office
820 Howard Street
San Francisco, California 94103

DOCUMENTS
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SAN FRANC...

What every San Franciscan should know about the Yerba Buena Center Redevelopment Plan

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What happens to people who live in Yerba Buena Center?

The 3,050 single persons and 250 families now in substandard, blighted structures in Yerba Buena Center will be able to move into good housing at rents they can afford—or THEY DO NOT MOVE.

The relocation of residents will be spread over a five-year period. During this period, ten times as many permanent hotel rooms as needed will be available in the downtown area alone—exclusive of the 38,935 single rooms available in the City, 22,700 apartments, and 1,753 public housing units available on a priority basis.

Additional aids for residents will include payment of moving expenses up to $200 and relocation adjustment payments in many cases up to $500.

A trained staff will work with residents on health, welfare, and employment problems. Many community agencies will cooperate in this effort.

Yerba Buena Center—to be the link between the lively North of Market and a revitalized South of Market.

YBC

What happens to businessmen and property owners?

Businessmen and property owners now in the Yerba Buena Center area, according to their eligibility, will be able to:

- Expand and improve their quarters in Yerba Buena Center.
- Have preferential opportunities to buy property in the area.
- Make reasonable arrangements for early or delayed acquisition of their property.
- Get cash for the fair market value of their land and improvements.
- Be paid reasonable and necessary moving expenses up to $25,000, or $3,000 for loss of use of personal property.
- Be paid an additional $2,500 if they own a business with a gross volume of more than $1,500 and a net income of less than $10,000 a year.
- Receive special assistance loans through the Small Business Administration including loan guarantees at current interest rates, urban renewal aid loans at low interest rates (3 to 4 percent), development corporation loans (up to $350,000) and rehabilitation loans (up to $50,000 at 3 percent).

Yerba Buena Center

Will Give San Francisco:

Convention Facilities Worthy of San Francisco

A threefold increase in exhibition space which will make San Francisco competitive with other major convention cities.

A "Big League" Sports Arena

Convenient, downtown location able to attract both the events and the crowds, and create downtown business.

More Jobs

14,500 jobs in the completed project—nearly three times the 5,084 jobs in the area today. Two-thirds of the employees in the area will not be affected by redevelopment, but many of their employers will have the chance to expand.

Still More Jobs

10,400 man-years of employment in the construction trades for the building of Yerba Buena Center.

Better Housing

A legal requirement of redevelopment. Find better housing in good neighborhoods for the 3,050 single men and women and 250 families now living in the area at prices the residents can afford, with moving expenses paid and in special cases with additional cash grants—or NO MOVE!

A Solution To Downtown Parking

Abundant, centralized parking which reduces downtown congestion and attracts investors who can forego expensive parking in their individual structures.

An Industrial Area

An industrial area to help arrest the flight of [illegible]stry from the City—with adequate access, [illegible] facilities, parking [illegible] designed to make industry competitive.

Greater Tax Returns

A 9½ times increase: $8,600,000 in [illegible] taxes upon completion as compared with $900,000 in taxes from the area today [illegible] computed at today's rate).

Instead Of This:

Skid Row

Dismal, grimy hotels, disreputable bars, degrading social conditions.

Substandard Housing

Families living on dirty alleys, in crumbling frame structures mixed with industrial buildings.

Inadequate Community Facilities

Almost complete absence of adequate playgrounds, recreation centers, and other community facilities needed for a good resid[illegible] neighborhood.

Firetraps

Nearly four times as many fires [illegible] gross [illegible] as the average for San Francisco. Fire death rate [illegible] 1,[illegible] nine times greater than in San Francisco [illegible]

Detrimental Land Uses

Underutilized land ([illegible] San Francisco [illegible]0 percent of t[illegible] is in open parking lots

Conflicting [illegible] h[illegible]

Cracking
The Market Street Barrier 1

The buildings along the south side of Market Street have contributed to the demise of the South of Market area by literally hiding it. The long blocks appear impregnable in contrast to the interest created by the converging, diagonal streets on the north side of Market Street. Yerba Buena Center will break open this wall opposite Grant Avenue with an impressive entrance via a pedestrian mall leading to many new activities.

The Mall and Plazas 2

Entering the mall from Market Street, pedestrians will walk past landscaped areas to retail shops and around historic St. Patrick's Church. They will cross Mission Street on an elevated bridge and enter a large open plaza in the center of the block between Mission and Howard Streets. The plaza will have landscaping, a fountain, and possibly a skating rink and open-air restaurant. Another bridge will take pedestrians across Howard Street to the sports arena-convention center and its plaza.

The Commercial-Business Center 3

Low- and medium-rise buildings will house retail stores, business services, offices, wholesale distributors and restaurants along the pedestrian mall and on Mission, Howard, Third, and Fourth Streets outside the two central blocks. A few high-rise buildings may also be in these areas and many old buildings will be saved by rehabilitation and remodeling. The new environment created by Yerba Buena Center will attract a wide diversity of enterprises which will support and enhance San Francisco's healthy retail and financial districts.

Convenient Parking 4

In the two central blocks between Mission, Folsom, Third, and Fourth Streets, the commercial and sports arena-convention center complex will provide customers for the public garages. Easy parking availability will give economic strength to public and private investments on top of the plazas. In addition, the diversity and intensity of use in the plaza area will keep it alive and vital during the day and evening.

The success of the existing Fifth and Mission parking garage illustrates the value of this district as a service area for the rest of downtown. This garage is to be extended to Fourth Street.

In addition, two new public garages are included in the Yerba Buena Center Plan, one under the central plaza between Mission and Howard Streets and another under the convention center plaza. These garages will provide 3,300 parking spaces convenient to the freeway, intercept traffic outside the financial and shopping districts, and alleviate the growing congestion in those areas. Additional parking will be added as needed.

The Sports
Arena-Convention Center 5

The convention-visitor business, San Francisco's largest industry, is being seriously threatened by at least 17 other cities. Last year 660,000 convention delegates spent $76 million in San Francisco—a business well worth protecting and enlarging. Yet San Francisco can muster only 150,000 square feet of exhibit space by combining Brooks Hall and Civic Auditorium.

Cities all over the nation are going after convention business as never before. Between September 1964 and December 1965, U.S. cities spent $800 million on improving their convention plants. Why? Because convention dollars are the most desirable income a city can attract. It is money earned elsewhere and left in a city's economy, where it turns over and over again and ultimately stimulates all sectors of business.

The Yerba Buena Center sports arena-convention center with its 12,000 to 14,000-seat arena and 300,000 square feet of exhibit area will protect and expand San Francisco's position as a convention city. The sports arena and convention complex can be separate facilities and can function separately or together as the need demands. Due to the arena's proximity to all forms of transportation, including the Market Street subway, major sporting events and entertainment spectaculars will be readily accessible to all the people in the Bay Area.

The Industrial Area 6

Business and industry have been leaving the South of Market area for years because of inadequate and obsolete buildings, inconvenient parking and loading arrangements, and lack of economical means for expansion. Yerba Buena Center includes an urban industrial area which will contain conveniences and efficiencies that have lured San Francisco businesses to the suburbs. It will provide facilities for on-site loading, convenient parking in the center of the block, and buildings designed for modern business practices. The industrial area which will have direct access to the freeway will comprise 26 percent of the project area. This is the same percentage of area now devoted to industrial uses scattered throughout the area in inefficient, outdated, and substandard buildings which are slowly being vacated in the absence of redevelopment.

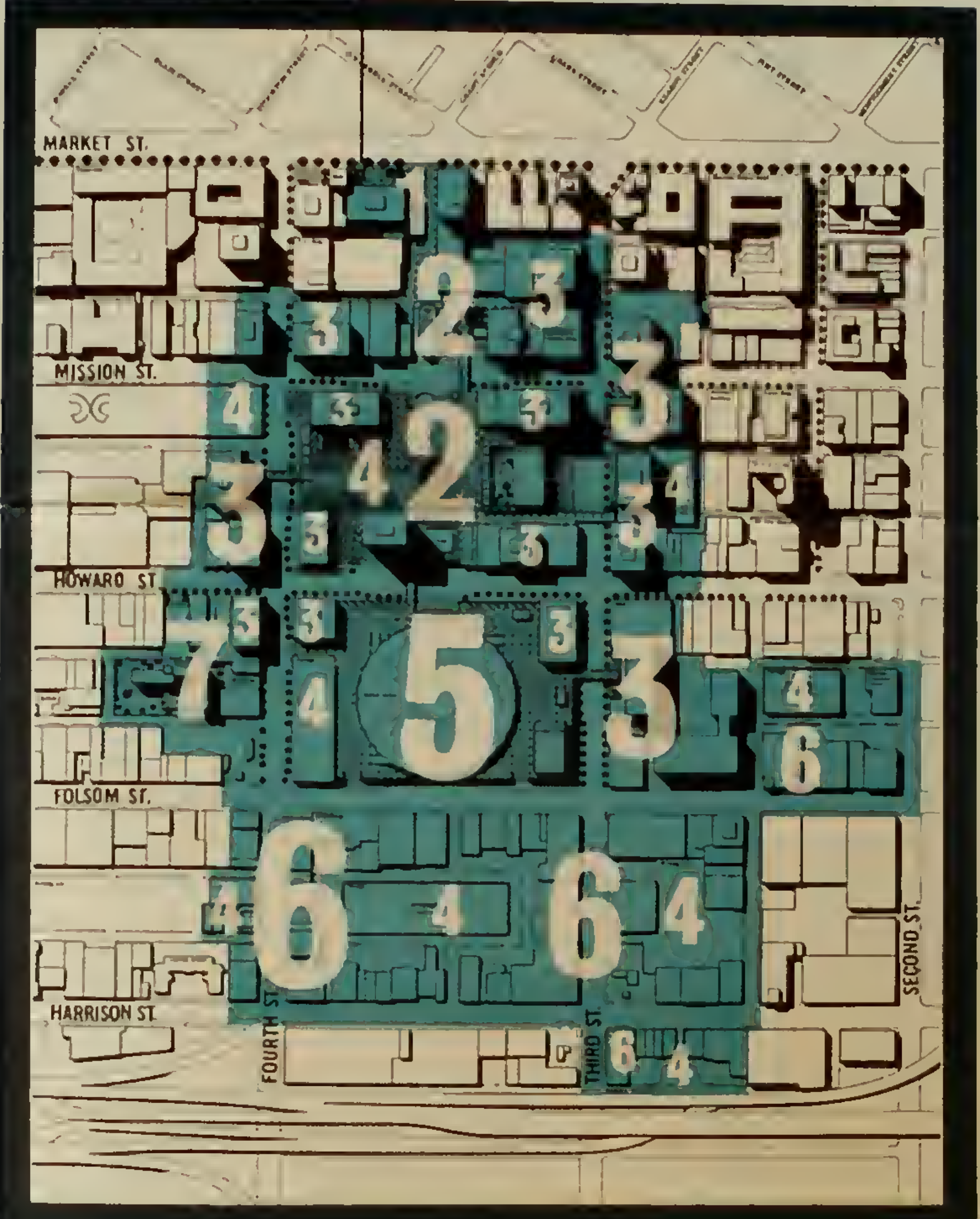
The industrial area will provide about 2,700 "blue-collar" jobs.

Senior Citizen Housing 7

It has become increasingly difficult to find suitable and acceptable locations for new public housing in San Francisco. Yerba Buena Center will make available an ideal site for housing the elderly in the downtown area.

The San Francisco Housing Authority has agreed to place at least 300 units in the area.

Market Street Breakthrough



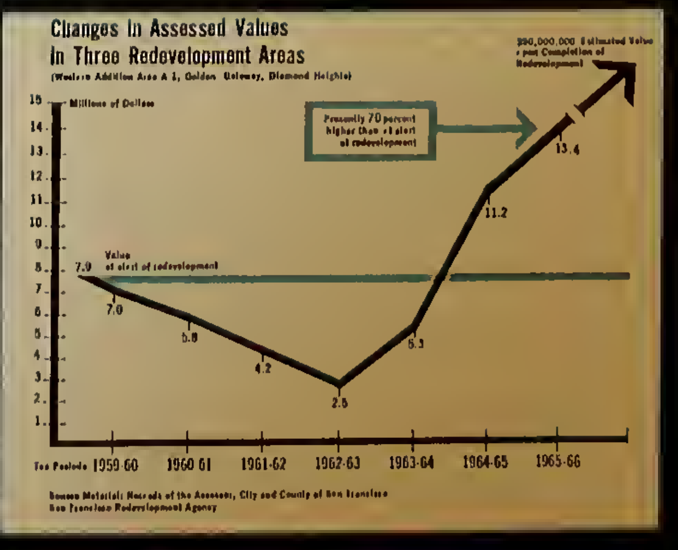
Yerba Buena Center
An Investment in San Francisco's Future

Yerba Buena Center is a chance for San Francisco to invest in its future—an investment which can be made at a modest dollar outlay by the City.

A $30.7 million grant from the Federal Government is available now to help carry the cost of Yerba Buena Center.

To obtain this grant, the City will be spending approximately $1.2 million for improved street lighting, sewers, water systems, and police and fire call systems—improvements needed for the area in any case. San Francisco's expenditures for public garages and plazas, and Bay Area Rapid Transit District's expenditures for transit stations will be recognized by the Federal Government as the balance required for the City's share of project financing.

The annual modest cost to the City of the sports arena-convention center will be offset many times by the significant increase in tax revenue generated by Yerba Buena Center.



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Detrimental Land Uses

[illegible]

Give South of Market Another Chance

Yerba Buena Center is a renewal action to revitalize and rebuild 87 acres of the deteriorating South of Market area.

The project is bounded roughly by Market, Hawthorne, Harrison, and Fourth Streets. This small portion of the 1,100-acre South of Market district has substandard hotels, deteriorating buildings and crumbling residences. These have contributed to deplorable social conditions and the notoriety of Skid Row.

The area has qualities which give it great economic potential—level land; excellent climate; proximity to the thriving shopping, hotel, and financial districts; excellent municipal transportation; direct access to the Market Street subway of the Bay Area Rapid Transit system and to the freeway.

Yerba Buena Center will capitalize on these assets to create a vital and lively complex for commercial, sports, exhibition activities, and light industry. These will generate new jobs, increase tax revenue almost tenfold, and trigger the revitalization of the whole South of Market district.

Residents of the area will use a new housing referral service and receive payment for the cost of moving into good housing. They will be encouraged to take advantage of greatly augmented social services.

The Redevelopment Plan, developed by Livingston and Blayney and other consultants, has the support of the major downtown business and service groups. It was prepared over a two-year period with the cooperation of the City Planning Department and other City departments and agencies.

The essential features of the Redevelopment Plan are:

- A pedestrian mall and two elevated plazas form a dramatic and unifying element for the three central blocks. These walkways break through the Market Street barrier between Third and Fourth Streets and tie the development together by a series of ramps and bridges spanning Mission, Howard, Third, and Fourth Streets.
- A commercial complex of low- to high-rise buildings to house retail shops, business services, and offices.
- A 12,000 to 14,000-seat sports arena and a 300,000 square-foot convention-exhibit center.
- Parking for 3,300 cars in public, multilevel structures in the two central blocks.
- An industrial section providing improved space for San Francisco's light industries and business services adjacent to the James Lick Skyway.
- Retention of the maximum number of existing structures. Fifty-eight structures, outside of the public use areas, containing nearly half of the floor space now devoted to commercial and industrial uses are scheduled to remain.

The Yerba Buena Center Redevelopment Plan will go into operation if and when approved by the Board of Supervisors.

How Redevelopment Works

Redevelopment is a partnership of private industry, the City and County of San Francisco, and the United States Department of Housing and Urban Development for the renewal of blighted areas. The San Francisco Redevelopment Agency is empowered under the California Community Redevelopment Law to act as the agent for the City to carry out renewal programs authorized by the Board of Supervisors. The Agency works with residents and businessmen of a renewal area individually and through community organizations to develop and carry out a program.

The City identifies the area to be made subject to renewal study and treatment. The costs of planning, finding suitable housing and business opportunities for those living or working in the area, purchasing properties, and helping with development of new uses are shared roughly one-third by the City and two-thirds by the Federal Government.

In the case of the Yerba Buena Center, the Plan results from a study directed by the Board of Supervisors. This followed an earlier study effort which had been abandoned in order to give the area a chance for self-renewal without governmental participation.

In the three-year interval between studies the area continued to decline.

The current Plan has been declared feasible by the Federal Government which provides the major share of the financing. With the approval of the Board of Supervisors and participation by the residents and businessmen of the area, as well as business and social organizations of the community, the Plan can go into execution.

January 1966

SAN FRANCISCO REDEVELOPMENT AGENCY

Everett Griffin, Chairman
Walter F. Kaplan, Vice Chairman
James A. Folger
Lawrence R. Palacios
Stephen Walter

M. Justin Herman
Executive Director

Yerba Buena Center: A Plan developed

by the San Francisco Redevelopment Agency with the advice of:
Livingston and Blayney, City & Regional Planners
Economic Research Associates
Real Estate Research Corporation
Roy Wenzlick & Co., Economists-Appraisers

"As a result of our acquaintance with the vicinity of the Yerba Buena Center Redevelopment Project we believe that redevelopment is an absolute necessity to the upgrading of the area, and the best hope for the stimulation of private action nearby. The association of uses envisioned in the plan are appropriate to the achievement of both of these objectives."

REAL ESTATE RESEARCH CORPORATION

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